

## CONTRACT



KVVU TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

And:

Greer Margolis Mitchell Burns, Inc (GMMB)  
3050 K St NW  
Washington, DC 20007

<u>Contract / Revision</u> 498627 /		<u>Alt Order #</u> 06373516
<u>Product</u> OBAMA SKED A ADD		
<u>Contract Dates</u> 10/16/12 - 10/22/12	<u>Estimate #</u> 2051	
<u>Advertiser</u> Obama For America		<u>Original Date / Revision</u> 10/15/12 / 10/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELERE-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	10/16/12	10/22/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				1	\$725.00			
N 2	KVVU	10/16/12	10/22/12	MORE Access	630-7pm		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	--W----				1	\$650.00			
N 3	KVVU	10/16/12	10/22/12	Extra	M-F 7-730p		:30			NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	--W----				1	\$950.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/16/12-10/22/12	Extra	M-F 7-730p	---W-----	:30		\$950.00	NM		
				See MG 3.2,3.3								
	2	KVVU	10/21/12-10/21/12	Bob's Burgers/Cleveland	7p-8p	-----Su	:30		\$800.00	NM		
	Ⓜ			MG for 3.1 10/17								
	3	KVVU	10/21/12-10/21/12	The Closer	Sun 1-2am	-----Su	:30		\$150.00	NM		
	Ⓜ			MG for 3.1 10/17								
N 4	KVVU	10/16/12	10/22/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				1	\$700.00			
N 5	KVVU	10/16/12	10/22/12	TMZ	730-8p		:30			NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	--W----				1	\$1,350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/16/12-10/22/12	TMZ	730-8p	---W-----	:30		\$1,350.00	NM		
				See MG 5.2,5.3								
	2	KVVU	10/20/12-10/20/12	NCAA Football Late Game	NCAA Football Lat	-----Sa--	:30		\$1,250.00	NM		
	Ⓜ			MG for 5.1 10/17								
	3	KVVU	10/22/12-10/22/12	Extra	M-F 1:05-1:35am	M-----	:30		\$100.00	NM		
	Ⓜ			MG for 5.1 10/17								
N 6	KVVU	10/16/12	10/22/12	More M-F 9-10a	M-F 9a-10a		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				1	\$275.00			
N 7	KVVU	10/21/12	10/21/12	NFL Late Game	NFL Late Game		:30			NM	6	\$17,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

Contract Agreement Between:



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u> 498627 /		<u>Alt Order #</u> 06373516
<u>Contract Dates</u> 10/16/12 - 10/22/12	<u>Product</u> OBAMA SKED A ADD	<u>Estimate #</u> 2051
<u>Advertiser</u> Obama For America		<u>Original Date / Revision</u> 10/15/12 / 10/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$11,500.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KVVU	10/15/12-10/21/12	NFL Late Game	NFL Late Game	-----Su	:30	<del>\$11,500.00</del>	NM		
		See MG 7.2,7.3,7.4,7.5,7.6,7.7										
		2	KVVU	10/21/12-10/21/12	NFL Early Game	NFL Early Game	-----Su	:30	\$7,500.00	NM		
		Ⓜ	MG for 10.1,7.1									
		3	KVVU	10/21/12-10/21/12	NFL Pre-Game Show	NFL Sa-Su 8a-6p	-----Su	:30	\$1,925.00	NM		
		Ⓜ	MG for 10.1,7.1									
		4	KVVU	10/17/12-10/17/12	The X Factor	The X Factor	---W-----	:30	\$5,350.00	NM		
		Ⓜ	MG for 10.1,7.1									
		5	KVVU	10/21/12-10/21/12	The Simpsons/Bob's Burgers Su 8p-9p		-----Su	:30	\$1,950.00	NM		
		Ⓜ	MG for 10.1,7.1									
		6	KVVU	10/16/12-10/22/12	Extra	M-F 1:05-1:35am	MTuWThF----	:30	\$100.00	NM		
		Ⓜ	MG for 10.1,7.1									
		7	KVVU	10/20/12-10/20/12	Touch	Sat 11p-12a	-----Sa--	:30	\$175.00	NM		
		Ⓜ	MG for 10.1,7.1									
N 8	KVVU	10/21/12	10/21/12	Family Guy/American Dad	Su 9p-10p					NM	1	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$2,450.00			
N 9	KVVU	10/16/12	10/16/12	Raising Hope/Ben and Kate	Tue 8p-9p					NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-----				1	\$5,500.00			
N 10	KVVU	10/16/12	10/16/12	New Girl/The Mindy Project	Tue 9p-10p					NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-----				1	\$5,500.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KVVU	10/15/12-10/21/12	New Girl/The Mindy Project	Tue 9p-10p	-Tu-----	:30	<del>\$5,500.00</del>	NM		
		See MG 7.2,7.3,7.4,7.5,7.6,7.7										
Totals											16	\$29,600.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	16	\$29,600.00	\$25,160.00
<b>Totals</b>	<b>16</b>	<b>\$29,600.00</b>	<b>\$25,160.00</b>

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising agreement with Meredith Broadcasting, whether verbal or written.

\*\*\*CHANGES\*\*\*

```
PROGRAM : TMZ
CON COM1: TMZ
```

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:LINE#	:	:	:	:	:	:	DATE	DATE	/WK	:	:	SPTS

19	A		400P-800P	30		\$1,250.00	10/20	10/20	1		SAT	1
----	---	--	-----------	----	--	------------	-------	-------	---	--	-----	---

PROGRAM : COLLEGE LATE GAME.  
ORD COM1: SPOT N/A DUE TO BASEBALL RAN LONG. PRE-BOOKED PLS APPROVE.  
THIS IS A MAKE-GOOD FOR OCT17 ON LINE-5 FOR 1 SPOT/WK

20	A		105A-135A	30		\$100.00	10/22	10/22	1		MON	1
----	---	--	-----------	----	--	----------	-------	-------	---	--	-----	---

PROGRAM : EXTRA  
ORD COM1: SPOT N/A DUE TO BASEBALL RAN LONG. PRE-BOOKED PLS APPROVE.  
PART OF A MAKEGOOD MADE UP OF LINES 19-20  
STATION MAKEGOOD OFFERS:  
M3 OK'D BUY#5 MISSED: TU-F, M/730P-800P OCT17 30S \$1,350.00 (OCT18/12)  
OFFER: SAT/400P-800P OCT20 30S \$1,250.00 PLS ADVISE.  
& MON/105A-135A OCT22 30S \$100.00  
CMT: SPOT N/A DUE TO BASEBALL RAN LONG. PRE-BOOKED PLS APPROVE.

OCT/12	29600.00	CONTRACT TOTAL	29600.00
		TOTAL SPOTS	16

MARKET TOTALS \$134,545 KVVU 22% KSNV 23% KLAS 22% KTNV 28% KVMY 3% KVCW 2% CABL 0%  
KTUD 0%

SVC- NSI  
DEMOS- RA35+\*  
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE